****

**STATE OF NORTH CAROLINA**

**Fayetteville Technical Community College**

**Request for Proposal #: 96-2505**

**Media Audit and Advertising Services**

**Date of Issue: June 25, 2025**

**Proposal Opening Date: August 05, 2025**

**At ­­­2:00PM ET**

**Direct all inquiries concerning this RFP to:**

Ginny Griffith

Director of Procurement

Email: griffitv@faytechcc.edu

Phone: 910-678-8236



**STATE OF NORTH CAROLINA**

**Request for Proposal #**

**96-2505**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For internal State agency processing, including tabulation of proposals, provide your company’s eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your proposal.  
Failure to do so may subject your proposal to rejection.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Vendor Name

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Vendor eVP#

**Note**: For a contract to be awarded to you, your company (you) must be a North Carolina registered Vendor in good standing. You must enter the Vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a Vendor number, register at <https://vendor.ncgov.com/vendor/login>

*Sealed, mailed responses ONLY will be accepted for this solicitation.*

|  |  |
| --- | --- |
| **STATE OF NORTH CAROLINA**  ***Fayetteville Technical Community College*** | |
| **Refer *ALL* Inquiries regarding this RFP to:**  **Ginny Griffith, Director of Procurement**  **griffitv@faytechcc.edu** | **Request for Proposal #: 96-2505** |
| **Proposals will be publicly opened: August 05, 2025 @ 2:00PM EST** |
| **Using Agency: Fayetteville Technical Community College** | **Commodity No. and Description: 821018 Advertising Agency Services** |
| **Requisition No.:** |

**EXECUTION**

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

* this proposal is submitted competitively and without collusion (G.S. 143-54),
* none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
* it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor’s knowledge and belief, that:

* it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any FTCC Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with FTCC, or from any person seeking to do business with FTCC. By execution of this response to the RFP, the undersigned certifies, for Vendor’s entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this proposal, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** andthe **NORTH** **CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein.** These documents can be accessed from the ATTACHMENTS page within this document.

**Failure to execute/sign proposal prior to submittal may render proposal invalid, and it MAY BE REJECTED. Late proposals shall not be accepted.**

|  |  |  |  |
| --- | --- | --- | --- |
| COMPLETE/FORMAL NAME OF VENDOR: | | | |
| STREET ADDRESS: | | P.O. BOX: | ZIP: |
| CITY & STATE & ZIP: | | TELEPHONE NUMBER: | TOLL FREE TEL. NO: |
| PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21): | | | |
| PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR: | | | |
| **VENDOR’S AUTHORIZED SIGNATURE\***: | **DATE:** | EMAIL: | |

**VALIDITY PERIOD**

Offer shall be valid for at least one hundred and twenty (120) days from date of bid opening, unless otherwise stated here: \_\_\_\_\_\_ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

**ACCEPTANCE OF PROPOSAL**

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties (“Contract”). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

|  |
| --- |
| **FOR STATE USE ONLY:** Offer accepted and Contract awarded this\_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_, 20\_\_\_\_, as indicated on  The attached certification, by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  **(Authorized Representative of Fayetteville Technical Community College)** |

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# PURPOSE AND BACKGROUND

Fayetteville Technical Community College (FTCC) is seeking qualified vendors for comprehensive Media Audit and Advertising Services. The primary goal of this engagement is to evaluate the effectiveness of FTCC’s current marketing investments and to make recommendations to form data-driven, strategic advertising plans to improve student enrollment outcomes. The selected vendor will be expected to conduct an in-depth evaluation of all current and historical advertising efforts, followed by strategic media planning, implementation, performance analysis, and reporting.

FTCC is a comprehensive community college serving Cumberland County, North Carolina, and surrounding areas. Located adjacent to Fort Bragg, FTCC serves approximately 31,000 students annually through over 200 academic and continuing education programs. FTCC’s diverse student population includes traditional students, adult earners, military-affiliated individuals, and working professionals.

In the past, FTCC has invested in a broad mix of marketing channels, including traditional media (print, radio, outdoor, television), digital advertising (search, display, social media), direct mail, and event sponsorships. While these efforts have had varying degrees of success, a more coordinated and performance-based strategy is desired to maximize enrollment, improve brand awareness, and ensure cost-effective use of marketing resources.

This RFP is aligned with FTCC’s strategic priorities to modernize outreach efforts, meet enrollment targets, and adapt to shifting student engagement needs. The services sought through this engagement will support FTCC’s new workforce alignment initiatives to implement data-driven decision-making in its marketing functions, improve ROI from advertising spends, and build a more integrated, measurable marketing ecosystem.

The intent of this solicitation is to award an Agency Specific Contract.

1.1 CONTRACT TERM

The Contract shall have an initial term of one (1) year, beginning on the date of final Contract execution (the “Effective Date”) or Purchase Order date whichever is later.

At the end of the Contract’s initial term, FTCC shall have the option, in its sole discretion, to renew the Contract on the same terms and conditions for up to two (2) additional one-year terms. FTCC will give the Vendor written notice of its intent to exercise each option no later than ninety (90) days before the end of the Contract’s then-current term. In addition to any optional renewal terms, and with the Vendor’s concurrence, FTCC reserves the right to extend the Contract after the last active term for a period of up to 180 days, in 90-days-or-less increments.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

# GENERAL INFORMATION

## REQUEST FOR PROPOSAL DOCUMENT

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

## E-PROCUREMENT FEE

**ATTENTION: The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.**

General information on the E-Procurement Services can be found at: <http://eprocurement.nc.gov/>.

## NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS

It shall be the Vendor’s responsibility to read the Instructions to Vendors, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions or issues regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If FTCC determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. FTCC may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, FTCC rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor’s proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Vendor’s proposal that purports to vary any terms and conditions or Vendors’ instructions herein or to render the proposal non-binding or subject to further negotiation. Vendor’s proposal shall constitute a firm offer that shall be held open for the period required herein (“Validity Period” above).

**FTCC may exercise its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiation and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor’s proposal as nonresponsive.**

## RFP SCHEDULE

The table below shows the *intended* schedule for this RFP. FTCC will make every effort to adhere to this schedule.

|  |  |  |
| --- | --- | --- |
| **Event** | **Responsibility** | **Date and Time** |
| Issue RFP | FTCC | June 25, 2025 |
| Submit Written Questions | Vendor | July 07, 2025 |
| Provide Response to Questions | FTCC | July 21, 2025 |
| Submit Proposals | Vendor | August 05, 2025, by 2:00PM |
| Contract Award | FTCC | TBD |

## PROPOSAL QUESTIONS

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the “Submit Written Questions” date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Written questions shall be emailed to **griffitv@faytechcc.edu** by the date and time specified above. Vendors should enter **“RFP # 96-2505: Questions”** as the subject of the email. Question submittals should include a reference to the applicable RFP section and be submitted in the format shown below:

|  |  |
| --- | --- |
| **Reference** | **Vendor Question** |
| RFP Section, Page Number | Vendor question …? |

Questions received prior to the submission deadline date, FTCC’s response, and any additional terms deemed necessary by FTCC will be posted in the form of an addendum to *the electronic Vendor Portal (eVP),* [*https://evp.nc.gov*](https://evp.nc.gov)*,* and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any FTCC personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall rely *only* on written material contained in the RFP and an addendum to this RFP.

## PROPOSAL SUBMITTAL

**IMPORTANT NOTE:** **This is an absolute requirement.** Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delays. **It is the Vendor’s sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening**. The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

[By Mail]

|  |  |
| --- | --- |
| **Mailing address for delivery of proposal**  **via US Postal Service** | **Office Address of delivery by any other method (special delivery, overnight, or any other carrier).** |
| **PROPOSAL NUMBER: 96-2505**  **Fayetteville Technical Community College**  **Attn: Ginny Griffith, Director of Procurement**  **PO Box 35236**  **Fayetteville, NC 28303** | **PROPOSAL NUMBER: 96-2505**  **Fayetteville Technical Community College**  **Attn: Ginny Griffith, Director of Procurement**  **2301 Hull Road, Thomas R. McLean Administration Building, Room 102A**  **Fayetteville, NC 28303** |

**CAUTION**: For proposals submitted via U.S. mail, please note that the U.S. Postal Service generally does not deliver mail to a specified street address but to FTCC’s Mail Service Center. Vendors are cautioned that proposals sent via U.S. Mail, including Express Mail, may not be delivered by the Mail Service Center to the agency’s purchasing office on the due date in time to meet the proposal deadline. All Vendors are urged to take the possibility of delay into account when submitting a proposal by U.S. Postal Service, courier, or other delivery service. **Attempts to submit a proposal via facsimile (FAX) machine, telephone, or email in response to this RFP** **shall NOT be accepted.**

1. Submit one (1) **signed, original executed** proposal response and 1 (one) photocopy.
2. Submit your proposal in a sealed package. Clearly mark each package with: (1) Vendor name; (2) the RFP number; and (3) the due date. Address the package(s) for delivery as shown in the table above. If Vendor is submitting more than one (1) proposal, each proposal shall be submitted in separate sealed envelopes and marked accordingly. For delivery purposes, separate sealed envelopes from a single Vendor may be included in the same outer package. Proposals are subject to rejection unless submitted with the information above included on the outside of the sealed proposal package.

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the eVP portal for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

## PROPOSAL CONTENTS

Vendors shall populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested. Failure to provide all required items, or Vendor’s submission of incomplete items, may result in FTCC rejecting Vendor’s proposal, in FTCC’s sole discretion.

Vendor RFP responses shall include the following items and attachments, which shall be arranged in the following order:

1. Cover Letter, which must contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP, (ii) a statement that the Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor’s agreement to comply with all instructions, terms and conditions, and attachments.
2. Title Page: Include the company name, address, phone number, and authorized representative along with the Proposal Number.
3. Completed and signed version of all EXECUTION PAGES, along with the **entire** body of the RFP.
4. Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
5. Vendor Proposal addressing all Specifications of this RFP. (section 5.0)
6. Completed version of ATTACHMENT A: COST PROPOSAL (section 4.1)
7. Completed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION (section 4.3)
8. Completed version of ATTACHMENT E: CUSTOMER REFERENCE FORM (section 4.5)
9. Completed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
10. Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION (section 4.2)

## ALTERNATE PROPOSALS

Unless provided otherwise in this RFP, Vendor may submit alternate proposals for comparable Goods, various methods or levels of Service(s), or that propose different options. Alternate proposals must specifically identify the RFP requirements and advantage(s) addressed by the alternate proposal. Any alternate proposal, in addition to the marking described above, must be clearly marked with the legend: “Alternate Proposal #96-2505 [for ‘name of Vendor’]”. Each proposal must be for a specific set of Goods and Services and must include specific pricing. If a Vendor chooses to respond with various offerings, each must be offered with a separate cost and be contained in a separate proposal document. Each proposal must be complete and independent of other proposals offered.

## 2.9 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Vendors found below which are incorporated herein by this reference.

# METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

## METHOD OF AWARD

North Carolina G.S. 143-52 provides a general list of criteria FTCC shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in FTCC’s best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to a single Vendor, FTCC reserves the right to make separate awards to different Vendors for one or more-line items, to not award one or more-line items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to FTCC to do so.

## PROPOSAL EVALUATION PROCESS

Only responsive submissions will be evaluated.

**FTCC will conduct a One-Step evaluation of Proposals:**

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Vendors are cautioned that this is a request for offers, not an offer or request to contract, and FTCC reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of FTCC.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids are authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award. Interested parties are cautioned that these costs and their components are subject to further evaluation for completeness and correctness and therefore may not be an exact indicator of a vendor’s pricing position.

**\*Public Bid Opening\***

Tuesday, August 5, 2025 @ 2:00PM

Fayetteville Technical Community College

2301 Hull Road

Fayetteville, NC 28303

Thomas R. McLean Administration Building, Room 170

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

Upon completion of the evaluation process, FTCC will make award(s) based on the evaluation and post the award(s) to the State’s eVP website under the RFP number for this solicitation. Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to FTCC.

FTCC reserves the right to negotiate with one or more vendors, or to reject all original offers and negotiate with one or more sources of supply that may be capable of satisfying the requirement, and in either case to require Vendor to submit a Best and Final Offer (BAFO) based on discussions and negotiations with FTCC.

## EVALUATION CRITERIA

In addition to the general criteria in G.S. 143-52 which may or may not be relevant to this RFP, all qualified proposals will be evaluated, and award made based on considering the following criteria, to result in an award most advantageous to FTCC:

**Vendor Experience & References (section 4.4 &** **4.5)** **500 Maximum Points (50% of Evaluation Criteria)**

**Technology/Reporting Capabilities (section 4.4 &** **5.1)** **250 Maximum Points (25% of Evaluation Criteria)**

**Cost (section 4.1 & Attachment** **A)** **250 Maximum Points (25% of Evaluation Criteria)**

**Total Score 1,000 Maximum Points (100% of Evaluation Criteria)**

FTCC will determine low cost by normalizing the scores as follows:

The proposal with the lowest cost will receive a score of 250. All other competing proposals will be assigned a portion of the maximum score using the formula:

|  |  |  |
| --- | --- | --- |
| 250 | x | the cost of the lowest cost proposal |
| the cost of the cost proposal being evaluated |
|  |  |  |

**EVALUTION**

## PERFORMANCE OUTSIDE THE UNITED STATES

Vendor shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, FTCC may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of FTCC:

1. Total cost to FTCC
2. Level of quality provided by the Vendor
3. Process and performance capability across multiple jurisdictions
4. Protection of FTCC’s information and intellectual property
5. Availability of pertinent skills
6. Ability to understand FTCC’s business requirements and internal operational culture
7. Particular risk factors such as the security of FTCC’s information technology
8. Relations with citizens and employees
9. Contract enforcement jurisdictional issues

## INTERPRETATION OF TERMS AND PHRASES

This RFP serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by FTCC; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as “shall,” “must,” and “requirements” are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, FTCC will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy FTCC’s needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in FTCC exercising its discretion to reject a proposal in its entirety.

# **REQUIREMENTS**

This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Vendor is unclear about a requirement or specification, or believes a change to a requirement would allow for FTCC to receive a better proposal, the Vendor is urged to submit these items in the form of a question during the question-and-answer period in accordance with the PROPOSAL QUESTIONS (Section 2.5).

* 1. **COST**

Proposal cost shall constitute the total cost to FTCC for complete performance in accordance with the requirements and specifications herein, including all applicable charges for handling, transportation, administrative and other similar fees. Complete ATTACHMENT A: COST PROPOSAL and include Vendor’s proposal. The cost provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

* 1. **FINANCIAL STABILITY**

As a condition of contract award, the Vendor must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor that could materially adversely affect performance of this Contract; and that entering into this Contract is not prohibited by any contract, or order by any court of competent jurisdiction.

Each Vendor shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. FTCC is requiring this certification to minimize potential issues from contracting with a Vendor that is financially unstable. From the date of the Certification to the expiration of the Contract, the Vendor shall notify FTCC within thirty (30) days of any occurrence or condition that materially alters the truth of any statement made in this Certification. The Contract Manager may require annual recertification of the Vendor’s financial stability.

* 1. **HUB PARTICIPATION**

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Vendors that are minority owned or have a strategic plan to support the State’s Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

* 1. **VENDOR** **QUALIFICATIONS**

In its Proposal, Vendor shall demonstrate experience with public and/or private sector clients with **similar or greater size and complexity to FTCC**. Vendor shall provide information as to the qualifications and experience of all executive, managerial, legal, and professional personnel to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person. In addition, Vendor shall demonstrate success with higher-level advertising campaigns, experience with military/veteran marketing and familiarity with the Fort Bragg area, and a proven track record in adult learner and non-traditional student recruitment. Vendor should also highlight specialized capabilities such as media review and analysis expertise, higher education market research, multi-channel campaign management, advanced analytics and attribution modeling, and reputation management.

* 1. **REFERENCES**

Vendor shall provide at least three (3) references, using ATTACHMENT E: CUSTOMER REFERENCE FORM, for which it has provided Services **of similar size and scope** to those proposed herein. References **shall** not be from the same company or from FTCC. FTCC **may** contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Vendor’s performance has been satisfactory. The information obtained **may** be considered in the evaluation of the Proposal.

* 1. **BACKGROUND CHECKS**

Any personnel or agent of Vendor performing Services under any Contract arising from this RFP may be required to undergo a background check at the expense of the Vendor, if so requested by FTCC.

* 1. **PERSONNEL**

The vendor warrants that qualified personnel shall provide Services under this Contract in a professional manner. “Professional manner” means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Vendor will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by FTCC. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor’s obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Vendor’s proposal result in an award, the Vendor shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor’s recommended substitute personnel. FTCC will approve or disapprove the requested substitution in a timely manner. FTCC may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, FTCC may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

* 1. **VENDOR’S REPRESENTATIONS**

If Vendor’s Proposal results in an award, Vendor agrees that it will not enter any agreement with a third party that may abridge any rights of FTCC under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor’s proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecom­munications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

* 1. **AGENCY INSURANCE REQUIREMENTS MODIFICATION**

A. Default Insurance Coverage from the General Terms and Conditions applicable to this Solicitation:

Small Purchases

Contract value in excess of the Small Purchase threshold, but up to $1,000,000.00

Contract value in excess of $1,000,000.00

* 1. **SUBCONTRACTORS**

No portion of the work shall be subcontracted without prior written consent of FTCC.  In the event that the Vendor desires to subcontract some part of the work specified herein, the Vendor shall furnish with their bid the names, qualifications, and experience of their proposed subcontractors.  The Vendor shall, however, remain solely and fully liable and responsible for the work done by its subcontractor(s) and shall assure compliance with all the requirements and specifications of the contract.

* 1. **SECRETARY OF STATE REGISTRATION**

Upon notification of award, the selected Vendor(s) shall complete registration with the NC Secretary of State and shall furnish evidence of filing to the Procurement Lead. Failure to provide proof of registration will result in the removal as a selected Vendor(s) from the contract award. Note that any prolonged (longer than ten (10) business days) notification of evidence of filing may result in a disqualification for award. No purchase orders shall be issued prior to confirmation of completed registration with the Secretary of State.

A contract award under the above-referenced solicitation, and the resulting purchase orders, will produce repeated orders and transactions in North Carolina and will constitute “transacting business” in the State, which requires a certificate of authority from the North Carolina Secretary of State as provided in G.S. §55-15-01 (corporations) or §57D-7-01 (LLCs). Please go to:  <https://www.sosnc.gov/> to register.

**Vendor registered with the North Carolina Secretary of State:   Yes ☐  No ☐**

1. **SPECIFICATIONS AND SCOPE OF WORK**
2. **GENERAL**

Fayetteville Technical Community College (FTCC) has historically invested in various advertising and marketing channels aimed at diverse student populations, including traditional learners, adult learners, active-duty military, veterans, and military family members, as well as working professionals seeking short-term workforce credentials, continuing education and certification courses. However, the effectiveness, reach, and return on investment of these marketing efforts require comprehensive evaluation and strategic refinement. There is an ongoing need to ensure that media investments are optimized for current market conditions, audience behaviors, and institutional goals.

The purpose of this project is to perform a comprehensive media audit and to develop a data-informed media strategy that enhances FTCC’s enrollment outcomes, brand presence, and marketing efficiency. The selected vendor will provide expert insights and services to evaluate past performance, identify optimization opportunities, design audience-specific media strategies, and implement, monitor, and refine media campaigns in alignment with institutional priorities.Vendors shall also detail the technical tools and platforms to be utilized, including experience with media and analytics platforms such as Google Ads, Facebook Business Manager, LinkedIn Campaign Manager, Google Analytics, and Google Tag Manager. Vendors should describe their capabilities in CRM integration (e.g., Element 451, Salesforce, Ellucian), marketing automation platforms, and media monitoring or competitive intelligence tools. Additionally, proposals must address reporting and dashboard capabilities, including customer report development, real-time performance monitoring, automated alerts, data visualization tools, and executive-level reporting.

1. **SPECIFICATIONS**

**Comprehensive Media and Advertising Audit**

* **Historical Performance Analysis** - Conduct a thorough review of FTCC’s advertising investments over the past 24 months.
  + **Campaign Performance Review**
    - Analyze all paid advertising campaigns across all channels
    - Evaluate creative performance and message effectiveness
    - Review audience targeting accuracy and reach metrics
    - Access conversion rates and cost per acquisition by channel
    - Identify top-performing campaigns and content types
  + **Budget and Spend Analysis**
    - Review media budget allocation across channels and time periods
    - Analyze cost efficiency and return on investment
    - Identify budget optimization opportunities
    - Evaluate seasonal spending patterns and effectiveness
  + **Channel Performance Assessment**
    - Traditional media (radio, print, outdoor, TV)
    - Digital advertising (display, search, social media)
    - Direct mail and print material
    - Event marketing and sponsorships
    - Website and SEO performance
* **Current Media Portfolio Evaluation**
  + **Vendor and Contract Analysis**
    - Review existing media vendor relationships and contracts
    - Evaluate service levels and performance
    - Assess cost competitiveness and value
    - Identify contract optimization opportunities
  + **Geographic and Market Analysis**
    - Evaluate coverage areas and market penetration
    - Assess reach within primary, secondary, and tertiary markets
    - Review military installation targeting and effectiveness
    - Analyze coverage gaps and opportunities
  + **Digital Presence Assessment**
    - Website analytics and user experience evaluation
    - Search engine optimization (SEO) performance
    - Social media presence and engagement analysis
    - Online reputation and review management assessment
* **Competitive Market Analysis**
  + **Regional Presence and Opportunity Analysis**
    - Identify key competitor institutions and their advertising strategies
    - Monitor competitor media placements and budget estimates
    - Analyze competitor messaging and creative approaches
    - Assess competitor digital presence and engagement
    - Identify market opportunities that would be beneficial in the region touched by the college
  + **Market Share and Positioning**
    - Evaluate FTCC’s share of voice in key markets
    - Identify messaging gaps and opportunities
    - Benchmark performance against peer institutions
    - Assess competitive advantages and vulnerabilities
* **Technology and Tools Evaluation**
  + **Marketing Technology Stack Assessment**
    - Review current marketing tools and platforms
    - Evaluate integration capabilities and data flow
    - Assess tracking and attribution accuracy
    - Identify technology gaps and improvement opportunities
  + **Analytics and Reporting Capabilities**
    - Review current analytics setup and reporting
    - Evaluate data quality and actionability
    - Assess attribution modeling and customer journey tracking
    - Recommend improvements to measurement and reporting
* **Audit Findings and Strategic Recommendations**
  + **Performance Summary and Insights**
    - Executive summary of key findings
    - Channel-by-channel performance analysis
    - ROI analysis and efficiency metrics
    - Audience insights and behavior patterns
  + **Optimization Recommendations**
    - Immediate optimization opportunities
    - Budget reallocation recommendations
    - Channel strategy improvements
    - Creative and messaging enhancements
  + **Strategic Recommendations**
    - Long-term media strategy recommendations
    - New channel opportunities and testing plans
    - Technology and process improvements
    - Performance tracking and measurement enhancements

**Media Planning and Strategy Development**

**Audience-Focused Media Plans** – Based on audit findings, develop comprehensive media strategies for:

* **First-Time Learners (Traditional Students)**
  + Channel mix optimized for 17-24 age demographic
  + Digital-first approach with social media emphasis
  + Influencer and peer-to-peer marketing opportunities
  + High school partnership and event marketing
* **Adult Learners**
  + Multi-channel approach including traditional and digital
  + Professional network and workplace marketing
  + Evening and weekend media placement strategies
  + Childcare and family-friendly messaging timing
* **Military-Connected Students**
  + On-base and military-focused media opportunities
  + Military publication and website placements
  + Geofencing around Fort Bragg and housing areas
  + Veteran and military spouse organization partnerships
* **Employer Relations Targets**
  + Identify strategies to better connect with potential employers of graduates in key high demand sectors
  + Recommendations for publication or media outlets
* **Integrated Media Strategy Components**
  + Channel mix recommendations with budget allocation
  + Geographic targeting and market prioritization
  + Seasonal timing and campaign calendar
  + Creative requirements and production planning
  + Budget scenarios (conservative, moderate, aggressive)
  + Performance projections and success metrics

**Campaign Implementation and Management**

* **Media Buying and Placement Services**
  + Execute media buys across all recommended channels
  + Negotiate optimal rates and added value opportunities
  + Manage campaign launch and optimization
  + Coordinate creative production trafficking
  + Ensure brand compliance and quality control
* **Campaign Monitoring and Optimization**
  + Real-time campaign performance monitoring
  + Weekly optimization and adjustment recommendations
  + A/B testing of creative, messaging, and targeting
  + Budget pacing and reallocation as needed
  + Lead quality assessment and optimization
* **Integration and Tracking Setup**
  + Implement comprehensive tracking and attribution
  + Set up conversion tracking and goal measurement
  + Integrate with FTCC’s student information system
  + Create automated reporting and alerting systems
  + Establish lead scoring and qualification processes

**Performance Analysis and Reporting**

* **Regular Reporting and Communication**
  + Weekly campaign performance updates
  + Monthly comprehensive performance reports
  + Quarterly business reviews with strategic recommendations
  + Annual planning and budget development
* **Detailed Analytics and Insights**
  + Campaign performance metrics by audience and channel
  + Cost per lead and cost per enrollment analysis
  + Audience behavior and engagement insights
  + Geographic and demographic performance analysis
  + Competitive intelligence and market updates

1. **TASKS/DELIVERABLES**

**Phase 1 Tasks: Media Audit (Months 1-2)**

* Weeks 1-2: Data collection and initial analysis
* Weeks 3-6: Comprehensive audit execution
* Weeks 7-8: Findings compilation and recommendations

**Phase 1 Deliverables:**

* Comprehensive media audit report (50+ pages)
* Executive summary presentation
* Strategic recommendations document
* Performance baseline metrics

**Phase 2 Tasks: Strategy Development (Months 2-3)**

* Weeks 9-10: Strategy development and planning
* Weeks 11-12: Media plan creation and budgeting

**Phase 2 Deliverables:**

* Media strategy document
* Detailed media plans by audience
* Budget recommendations and scenarios
* Implementation timeline

**Phase 3 Tasks: Campaign Launch (Months 3-4)**

* Weeks 13-14: Campaign setup and launch preparation
* Weeks 15-16: Campaign launch and initial optimization

**Phase 3 Deliverables:**

* Campaign launch report
* Initial performance assessment
* Optimization recommendations

**Phase 4 Tasks: Ongoing Management (Months 4-12)**

* Monthly: Campaign management and optimization
* Quarterly: Strategic reviews and planning updates

**Phase 4 Deliverables:**

* Weekly performance reports
* Monthly comprehensive analysis
* Quarterly business reviews
* Annual planning recommendations

1. **PROJECT ORGANIZATION**

Vendor shall describe the organizational and operational structure it proposes to utilize for the work described in this RFP and identify the responsibilities to be assigned to each person Vendor proposes to staff the work.

1. **TECHNICAL APPROACH**

Vendor’s proposal shall include, in narrative, outline, and/or graph form the Vendor's approach to accomplishing the tasks outlined in the Scope of Work section of this RFP. A description of each task and deliverable, and the schedule for accomplishing each task shall be included.

# **CONTRACT ADMINISTRATION**

All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Vendor’s planning purposes.

**6.1**



CONTRACT MANAGER AND CUSTOMER SERVICE

The Vendor shall be required to designate and make available to FTCC a contract manager. The contract manager shall be FTCC’s point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

|  |  |
| --- | --- |
| **Contract Manager Point of Contact** | |
| Name: |  |
| Office Phone #: |  |
| Mobile Phone #: |  |
| Email: |  |

The Vendor shall be required to designate and make available to FTCC for customer service. The customer service point of contact shall be FTCC’s point of contact for customer service-related issues (define roles and responsibilities).

|  |  |
| --- | --- |
| **Customer Service Point of Contact** | |
| Name: |  |
| Office Phone #: |  |
| Mobile Phone #: |  |
| Email: |  |

**6.2 INVOICES**

Vendor shall invoice the Procurement Entity. The standard format for invoicing shall be Single Invoices, meaning that the Vendor shall provide the Procurement Entity with an invoice for each order. Invoices shall include detailed information to allow the Procurement Entity to verify pricing at the point of receipt matches the correct cost from the original date of order. The following fields shall be included on all invoices, as relevant:

Vendor’s Name, Vendor’s Billing Address, Invoice Date, Customer Account Number, Purchase Order Number, Item Descriptions and Cost.

**INVOICES MAY NOT BE PAID UNTIL AN INSPECTION HAS OCCURRED AND THE SERVICES ACCEPTED**

6.3 POST AWARD BUSINESS REVIEW MEETINGS

The Vendor, at the request of FTCC, shall be required to meet periodically with FTCC for Business Review meetings. The purpose of these meetings will be to review project progress reports, discuss Vendor and FTCC performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

6.4 CONTINUOUS IMPROVEMENT

FTCC encourages the Vendor to identify opportunities to reduce the total cost to FTCC. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

6.5  PERIODIC MONTHLYSTATUS REPORTS

The Vendor shall be required to provide one Management Reports to the designated Contract Lead on a monthly basis. This report shall include, at a minimum, a summary of progress made during the reporting period based on the deliverables schedule, any issues encountered or anticipated, and a status update indicating whether the project is on track, delayed, or ahead of schedule. These reports shall be well organized and easy to read. The Vendor shall submit these reports electronically via email to the Contract Lead. The Vendor shall submit the reports in a timely manner and on a regular schedule as agreed by the parties.

6.6 ACCEPTANCE OF WORK

Performance of the work and/or delivery of Goods shall be conducted and completed at least in accordance with the Contract requirements and recognized and customarily accepted industry practices. Performance shall be considered complete when the Services or Goods are approved as acceptable by the Contract Manager.

Acceptance of Vendor’s work product shall be based on the following criteria:

FTCC shall have the obligation to notify Vendor, in writing ten (10) calendar days following completion of such work or delivery of a deliverable described in the Contract that it is not acceptable. The notice shall specify in reasonable detail the reason(s) it is unacceptable. Acceptance by FTCC shall not be unreasonably withheld; but may be conditioned or delayed as required for reasonable review, evaluation, installation, or testing, as applicable to the work or deliverable. Final acceptance is expressly conditioned upon completion of all applicable assessment procedures. Should the work or deliverables fail to meet any specifications, acceptance criteria or otherwise fail to conform to the Contract, FTCC may exercise any and all rights hereunder, including, for Goods deliverables, such rights provided by the Uniform Commercial Code, as adopted in North Carolina.

6.7 TRANSITION ASSISTANCE

If a Contract results from this solicitation, and the Contract is not renewed at the end of the last active term, or is canceled prior to its expiration, for any reason, Vendor shall provide transition assistance to FTCC, at the option of FTCC, for up to six (6) months to allow for the expired or canceled portion of the Services to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Services to FTCC or its designees. If FTCC exercises this option, the Parties agree that such transition assistance shall be governed by the terms and conditions of the Contract (notwithstanding this expiration or cancellation), except for those Contract terms or conditions that do not reasonably apply to such transition assistance. FTCC shall agree to pay Vendor for any resources utilized in performing such transition assistance at the most current rates provided by the Contract for performance of the Services or other resources utilized.

6.8 DISPUTE RESOLUTION

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Vendor shall be submitted in writing to FTCC’s Contract Manager for resolution. Any claims by FTCC shall be submitted in writing to the Vendor’s Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

6.9 CONTRACT CHANGES

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by FTCC and Vendor. Amendments to the contract can only be made through the contract administrator.

***THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK***

# ATTACHMENTS

**\*\*IMPORTANT NOTICE\*\***

**RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE**

FOLLOW THE LINKS TO ACCESS EACH ATTACHMENT

# ATTACHMENT A: COST PROPOSAL

Complete and return the Cost associated with this RFP, which can be found in the table below. The cost proposal must provide a detailed breakdown of costs corresponding to each phase of the deliverables outlined in Section 5.3. Add/remove lines if needed. Vendor may provide additional information to supplement the costs provided in the table.

**Phase 1 – Media Audit**

|  |  |  |
| --- | --- | --- |
| **Item** | **Description** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| *Total Phase 1 Cost:* | |  |

**Phase 2 – Strategy Development**

|  |  |  |
| --- | --- | --- |
| **Item** | **Description** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| *Total Phase 2 Cost:* | |  |

**Phase 3 – Campaign Launch**

|  |  |  |
| --- | --- | --- |
| **Item** | **Description** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| *Total Phase 3 Cost:* | |  |

**Phase 4 – Ongoing Management**

|  |  |  |
| --- | --- | --- |
| **Item** | **Description** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| *Total Phase 4 Cost:* | |  |

**Total Project Cost: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# ATTACHMENT B: INSTRUCTIONS TO VENDORS

The Instructions to Vendors, which are incorporated herein by this reference, may be found here: <https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_North-Carolina-Instructions-to-Vendors_09.2020.pdf>

*<https://ncadmin.nc.gov/formnorth-carolina-instructions-vendors032023/download?attachment>*

# ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:

*[https://www.doa.nc.gov/form-north-carolina-general-terms-and-conditions-11-2023/open](https://urldefense.com/v3/__https:/www.doa.nc.gov/form-north-carolina-general-terms-and-conditions-11-2023/open__;!!OrxsNty6D4my!-C7mmXGditS_q2Dq3xD-Jyx5847LGHkCfu2N1vFsNjRbeKVng4vBk871pre2BvvhY0u8e64f70a7pkiALIu6JOKVLdt0p43_IGvjQA$)*

# ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION

Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link:

[*https://www.doa.nc.gov/pandc/onlineforms/form-hub-supplemental-vendor-information-9-2021/download*](https://www.doa.nc.gov/pandc/onlineforms/form-hub-supplemental-vendor-information-9-2021/download)

# ATTACHMENT E: CUSTOMER REFERENCE FORM

Complete and return the Customer Reference Form, which can be found at the following link:

[*https://www.doa.nc.gov/pc-formcustomerreferencetemplate092021-attachment-epdf/open*](https://www.doa.nc.gov/pc-formcustomerreferencetemplate092021-attachment-epdf/open)

# ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR

Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:

*<https://www.doa.nc.gov/pandc/onlineforms/form-location-workers-09-2021/download>*

# ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

Complete, sign, and return the Certification of Financial Condition, which can be found at the following link:

[*https://www.doa.nc.gov/pandc/onlineforms/form-certification-financial-condition-09-2021/download*](https://www.doa.nc.gov/pandc/onlineforms/form-certification-financial-condition-09-2021/download)

# LOBBYING ACTIVITY CERTIFICATION FOR FEDERAL GRANTS

The Certification for Contracts, Grants, Loans, and Cooperative Agreements and the OMB Standard Form LLL are separate documents that can be found at the following link:

[*https://ncadmin.nc.gov/documents/vendor-forms*](https://ncadmin.nc.gov/documents/vendor-forms)

**\*\*\* Failure to Return the Required Attachments May Eliminate**

**Your Response from Further Consideration \*\*\***